



WCPO

wcpo.com  
kypost.com

## ORDER

Print Date 09/18/12

Page 1 of 3

Flight Dates 09/19/12-09/28/12

Contract / Revision 311382 /

Original Date / Revision  
09/18/12 09/18/12

Advertiser US Chamber of Commerce

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

US Chamber of Commerce Order #

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1381

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	67	\$59,075.00	\$69,500.00	0.00
Totals	67	\$59,075.00	\$69,500.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/28/12	67	\$59,075.00	\$69,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/19/12	09/21/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	--111--		3		\$800.00		0.00					
N 2	WCPO	09/19/12	09/21/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	--111--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	--111--		3		\$400.00		0.00					
N 3	WCPO	09/19/12	09/21/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	--111--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WCPO

Print Date: 09/18/12

Page 2 of 3

wcpo.com  
kypost.com

Contract / Revision 311382 Flight Dates 09/19/12-09/28/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser US Chamber of Commerce Product US Chamber of Commerce Estimate # 1381

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	09/19/12	09/21/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	--111--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--111--					3	\$300.00		0.00			
N 4	WCPO	09/19/12	09/21/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--111--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--111--					3	\$500.00		0.00			
N 5	WCPO	09/19/12	09/21/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	--111--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--111--					3	\$1,500.00		0.00			
N 6	WCPO	09/19/12	09/21/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1202a	--111--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--111--					3	\$500.00		0.00			
N 7	WCPO	09/19/12	09/21/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--1-1--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--1-1--					2	\$900.00		0.00			
N 8	WCPO	09/22/12	09/22/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-					1	\$500.00		0.00			
N 9	WCPO	09/23/12	09/23/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S					1	\$450.00		0.00			
N 10	WCPO	09/23/12	09/23/12	SU 6-7p News SU 6-6:30p News	CM	558-6:30p (5:58 PM-6:30 PM)	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S					1	\$800.00		0.00			
N 11	WCPO	09/24/12	09/28/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	21212--	:30	8	\$900.00	P-1	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	2-----					2	\$900.00		0.00			
		Week: 09/25/12	10/01/12	-1212--					6	\$900.00		0.00			
N 12	WCPO	09/24/12	09/28/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$500.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$500.00		0.00			
N 13	WCPO	09/24/12	09/28/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$350.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$350.00		0.00			
N 14	WCPO	09/24/12	09/28/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$600.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$600.00		0.00			



WCPO

Print Date: 09/18/12

Page 3 of 3

wcpo.com  
kypost.com

Contract / Revision 311382 Flight Dates 09/19/12-09/28/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser US Chamber of Commerce Product US Chamber of Commerce Estimate # 1381

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N14	WCPO	09/24/12	09/28/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
N15	WCPO	09/24/12	09/28/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$2,000.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$2,000.00		0.00			
N16	WCPO	09/24/12	09/28/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$900.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$900.00		0.00			
N17	WCPO	09/24/12	09/28/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$1,500.00		0.00			
		Week: 09/25/12	10/01/12	-1111--					4	\$1,500.00		0.00			
N18	WCPO	09/24/12	09/28/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1-1-1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1-----					1	\$1,500.00		0.00			
		Week: 09/25/12	10/01/12	--1-1--					2	\$1,500.00		0.00			
N19	WCPO	09/24/12	09/24/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	M-----					1	\$8,000.00		0.00			
N20	WCPO	09/24/12	09/24/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	M-----					1	\$4,500.00		0.00			
N21	WCPO	09/24/12	09/28/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
													Totals	67	\$69,500.00